Q1) A) Multiple choice questions (Tick mark ✓ the correct answer):

a) Re-engineering is a rapid and radical redesigning of ____.
   i) Processes and services
   ii) Services and policies
   iii) Policies and organisational structure
   iv) All the above

b) Consideration of type of words used along with scaling their intensity weights is ____ type of content analysis
   i) Word Counting Analysis
   ii) Conceptual Analysis
   iii) Semantic Analysis
   iv) Contextual Analysis

c) Which of the following network has developed an Indian S&T Web Server ‘Vigyan’.
   i) NISCAIR
   ii) NISSAT
   iii) NASSDOC
   iv) ERNET

d) Which of the following is programme of the ENVIS.
   i) INSSPEL
   ii) SUCHIKA Software
   iii) INFOTERRA
   iv) NACIDS

P.T.O.
e) Which is the full form of NACIDS:
   i) National Access Centres to International Database Services
   ii) Network Access Centres to Integrated Database System
   iii) Newyork Access Centres to Integrated Database Services
   iv) Networked Access centres to International Database Servers.

f) Who has developed ‘SUCHIKA’ - library management software.
   i) NISSAT
   ii) DESI DOC
   iii) INS DOC
   iv) NASS DOC

h) Indian Education Index (1947-1978) is published by -
   i) NASS DOC
   ii) INIS
   iii) AGRIS
   iv) NISSAT

j) NICFOS is situated at _____.
   i) Chennai
   ii) Mysore
   iii) Bangalore
   iv) Lucknow

B) Answer the following questions in one or two sentences.
   a) What is full form of ‘NICHEM’?
   b) Who developed ‘MEDLARS’?
   c) Which are the 4 P’s involved in marketing?
   d) What is ‘Nesting’ as an advanced search strategy?
   e) Define ‘Content Analysis’.
f) In which year ‘NISCAIR’ came into existence?

g) ‘NASS DOC is a division of ICSSR’. State whether it is true or false.

h) Where is the headquarter of DESI DOC?

i) What is the name of a web-enabled full text database of Ph.D. thesis published by NISSAT.

j) In which year, SIB was named as ‘DESI DOC’?

Q2) Define ‘Content Analysis’. Describe in detail the process and types of content Analysis. [20]

OR

Write an essay on ‘Marketing of Information products and services.

Q3) Define ‘Database’ and ‘Search strategy’. Explain various types of databases and search strategies used to search information from databases. [20]

OR

Write an essay on NISSAT describing its objectives, functions and various activities.

Q4) Write Short Notes (Any Four): [20]

a) Advantages of content Analysis.

b) Wildcards and Truncation.

c) DEVSIS

d) Nesting.

e) INIS.

f) Achievements of DESI DOC.

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